

ABSTRACT OF THE DISCLOSURE

5 A knowledge network and semcards enabling intelligent matching of
offers and requests, involving all types of information and knowledge,
including information such as classified ads, data about products and services,
or knowledge, expertise, ideas, suggestions, opinions, and other forms of tacit
knowledge is described. The invention is capable of intelligent matching of
offers and requests, involving all types of knowledge: information, ideas,
10 suggestions, opinions, products, services, jobs, events, people, skills, etc,
using semcards and semcard-like structures, creating a bi-directional
marketplace on the Internet, desktop or intranet. The invention enables parties
to search and do marketing in the same way, in the same environment.

A semcard can be designated as an offer or a request. When the
15 semcard has been specified to the user's satisfaction it can be test-posted.
Using semantic routing, semcards that represent offers, requests, and queries,
can be routed semantically between nodes on the network. The routing profile
describes salient features of the semcard, as deemed necessary for supporting
efficient routing of semcards. Collections of semcards can also be matched or
20 compared in a knowledge network. Users can also create new semcard
templates or extend the ontology, and share these extensions with other users
in the network.

In another aspect of the invention, the semcard management
application provides statistics on phenomena such as supply and demand
25 trends for particular types of offers, requests and semcards, number of users
with a particular interest profiles, number of potential matches for particular
advertisements, and distribution of the user population along multiple
dimensions.

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